

INTERNATIONAL PLATFORM ASSOCIATION

(Founded by Daniel Webster in 1831 as The American Lyceum Association)

2564 Berkshire Road, Cleveland Heights, Ohio 44106

Executive Registry

7.5-1461/4

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Director William Colby
Central Intelligence Agency
Washington, D.C. 20505

Dear Director Colby:

This is to confirm that you will be making an appearance at the annual Convention of the International Platform Association (August 4-8, 1975). Your appearance will be at the Sheraton Park Hotel on Woodley Road, NW, Washington, D.C. from the hours of 8:40-9:30 p.m. on Tuesday, August 5, 1975. This time should include the question and answer period if one is desired.

Please report to the Press Room (Delaware Suite) of the Sheraton Park Hotel at least a half-hour before you are scheduled to go on.

In order to maximize the publicity incident to your appearance, it is suggested that someone in your office contact our Washington publicity counsel, Ernest Wittenberg of Ernest Wittenberg Associates, Inc., 1616 H Street, N.W., Washington, D.C. 20006, telephone 202/783-2080 and be sure that his office and ours have pictures, bios, etc.

The matter of whether speakers, particularly those from out of town, would like to have special appearances arranged for them with the local TV and radio media during their stay in Washington should be discussed with Mr. Wittenberg, as should the pros and cons of calling a press conference. It goes without saying that such TV and radio appearances can be arranged only if the subject matter of the speaker's appearance before the IPA is of substantial public interest. Such appearances are usually in the form of interview programs.

Those planning to be in the city of Washington the afternoon and evening of Monday, August 4, are invited to a cocktail buffet (5:30 - 7:00) at Washington's Metropolitan Club on 17th & H St., N.W. Those guests who wish to are then privileged to attend the Welcoming Party which officially opens up this summer's IPA Convention. It will be in the Park Ballroom of Washington's Sheraton Park Hotel on Woodley Rd., N.W. and will start at 8:00 p.m.

For those not familiar with the local ground rules of the IPA Convention and of the lecture platform, the differences between Platform and other news disseminating media are significant. We are enclosing an article written about the IPA by the late national columnist Drew Pearson, which will be of interest to speakers who have not already seen it.

OK! INTERNATIONAL
Platform Association

CIA 101 Colby, William
- Speech
MOORE, DAN TYLER
(orig under ORG 1)

July 17, 1975

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WINNERS OF IPA SILVER BOWL AWARDS

Lowell Thomas
John F. Kennedy
Richard M. Nixon
Lyndon B. Johnson
Ralph Nader
Bob Hope
Erma Bombeck

Henry Kissinger
Earl Warren
Lawrence Spivak
Admiral Rickover
Dr. Glenn Seaborg
Brew Pearson -
Jack Anderson
Jose Greco

Hal Holbrook
Dan T. Moore
Art Linkletter
Victor Borge
Walter Thomas Bradley
Benjamin Franklin
Eugene Arthur Goldberg
Leon Jaworski

Although most of the speakers on the IPA Convention program have had extensive platform experience, it is a common fault of even some of the best of them to focus their presentation so much on the audience in front of them that they sometimes tend to forget the vastly greater audience that will hear their remarks second and third and fourth hand if the speaker actually aims at this greater secondary audience. In order to play safe, we are sending this suggestion to all convention speakers, regardless of their background and experience.

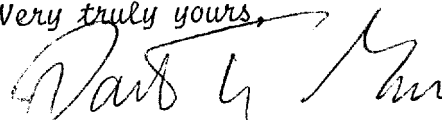
In order to get the maximum public effect from a presentation at the IPA Convention it will contribute to its greater dissemination if a speaker can cast it in such a way as to generate conversation pieces involving his or her thesis which will motivate the program chairmen and organization officials in the IPA audience to go back to hundreds of locations all over the United States and repeat to the membership of the organizations and audiences they represent those statements and viewpoints they found to be particularly interesting. A good quote, a catchy phrase, an imaginative idea, a startling proposal, an interesting viewpoint, a piece of relevant humor, all tend to give "legs" to one's presentation and can greatly increase the aggregate public effect of one's remarks by augmenting the size of the audience ultimately touched by it.

History is full of such self-propelling statements and many of our VIPs of the past are remembered as much by such statements as they are by anything else. "Speak softly and carry a big stick;"..."Damn the torpedoes..."..."Lafayette, we are here;"..."Beware of foreign entanglements;"..."All men are created equal;"..."Lincoln's famous counter-quote to the General who said..."my headquarters are in the saddle;"..."his headquarters are where his hindquarters should be;"...Caesar's "Veni, vidi, vici;"..."If we don't all hang together, we will all hang separately;"...Churchill's "the soft underbelly of the Axis;"...Khrushchev's "corn is sausage on a stick;"...etc...ad infinitum.

Our IPA audience members have without question heard more speeches by famous men and women than any other audience in the nation. As a result, they are more than averagely interested in facts and ideas and solutions and predictions, because it is their job to talk about them and report on them when they get home. They may admire the techniques of a top-flight inspirational speaker, but if there is nothing for them to quote back home, they will think "another William Jennings Bryan", who was known to the Platte as the "Boy Orator of the Platte" because the Platte River was a mile wide and only a foot deep. Our famous IPA founder, Daniel Webster, with his theatrics and oratorical gestures and his tendency to leave out facts, would now have them saying back home, "He made a great speech but I just can't remember what he said".

I am looking forward with great pleasure to greeting you at our IPA Convention.

Very truly yours,



Dan Tyler Moore
Director General

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Enclosure

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THE INTERNATIONAL PLATFORM ASSOCIATION

WHERE PUBLIC OPINION IS CRYSTALIZED

By

Drew Pearson - July 26, 1969

I am always astonished at the speed with which news travels by word of mouth in nations where news is rigidly censored. Stalin's death easily jumped censorship and by word of mouth alone, by rumor and high level gossip, swiftly blanketed the U.S.S.R. before the official announcement.

The swift dissemination of news by radio, T.V. and newspaper in the U.S. blinds us to the fact that, because of the telephone, and the extent to which Americans travel, this same process of verbal communication goes on even more swiftly here. The news media give us current news but the public image of a national figure or an idea is jelled only by millions of face-to-face conversations between human beings.

The effect of each such conversation is enormously enhanced if one participant is respected and can state he or she actually saw and heard a certain national figure face to face, or even talked to a person who saw him. It is in fact this high level gossip, the "I see what you mean and like what you tell me about that person," sort of conversation, repeated innumerable times by local opinion makers, that eventually crystalizes a political figure's national image. More and more top level public figures are learning how to tap themselves in to this power.

The U.S., where everything is packaged for convenience of the consumer, is the only nation that has not only packaged this critically important high level talk, and influence, and rumor mechanism, but has even packaged a massive trade association with close to 10,000 members to effectuate it. (Since this was written the membership has risen to almost twelve thousand, in November, 1972.)

Every summer in July, the International Platform Association at its Washington, D. C. Convention, sets up channels for routing hundreds of important statements, and ideas, and usable quotes, from the many top national figures who speak at this convention down through its Platform orators, lecturers, commentators, and program chairmen, to millions of listeners in thousands of "Platform" audiences throughout the U.S.

This unique organization of top flight platform speakers, and the local program chairmen who control the budgets with which to pay them to appear before their audiences, has among its members thousands of lecturers, columnists, TV and radio commentators, program chairmen, organization members and other persons who "moonlight" in the lecture business. Always eager for material, by the weird multiplication mathematics of the Platform, they keep retelling catchy quotes and ideas made by speakers at their IPA annual Washington congress to innumerable audiences aggregating millions of individuals for months after the statements have been made.

Included among these program chairmen and members of local groups are the brass hats in hundreds of U.S. cities and towns, the organization activists who finance and run these local organizations in which American public opinion is crystalized. These include women's clubs, service clubs, executive clubs, foreign affairs councils, dinner, and knife and fork clubs, conventions, forums, seminars, conferences, and college and school assemblies, and many other types of organizations set up for a variety of purposes.

Most of these have as common denominators only the facts that they have active members who can and will pay dues to support some group objectives, and that one or more of their members are likely to be members of the International Platform Association.

The members of such local Platform organizations are much more than average interested in airing national issues and affairs in their own home areas. They use their annual IPA congress in Washington at the end of July to help them decide what national figures are most worth hearing and believing and presenting to their home audiences, and what national issues are most important vis-a-vis these thousands of audiences all set up and waiting to be talked to at the local level.

An interesting corollary to the above is the fact that a significant percentage of all the delegates to both the Democratic and the Republican national conventions both in 1964 and 1968 were International Platform Association members.

The IPA has more than lived up to the brilliant conception of its original founders Daniel Webster and Josiah Holbrook and of the old-time orators, Teddy Roosevelt, (the Godfather of present IPA Director General Dan Moore,) Mark Twain, President William Howard Taft, William Jennings Bryan, and Carl Sandburg, under whose aegis IPA was reorganized at the beginning of this century as a mechanism for setting up groups in all local communities to finance the importation of top level speakers.

It is estimated that over 65,000 appearances before audiences emerge every year throughout the U.S. out of the IPA annual congress and its membership. A catchy phrase or provocative idea delivered by a VIP guest speaker before

this unique Platform audience of professionals and semi-professionals looking for material "out of the horse's mouth" is, by the elaborately structured verbal multiplication system mentioned above, repeated to thousands of audiences both live, TV and radio over the months between IPA conventions on a "I heard it myself and believe he is right" basis.

Instead of being dissipated in a day or two like a newspaper release, this multiplying effect goes on in the form of thousands of verbal time fuses burning for months out of the mouths of speakers who are usually more than proud to say that they had personal contact with the national figures quoted at their IPA congress.

Inasmuch as a good percentage of all speakers booked to speak before organizations at the local level are then quoted in the local press and make personal appearances on local TV and radio stations as an adjunct to their appearance, their aggregate exposure in all media over the twelve months between IPA conventions is formidable. It emerges as considerably more so when it is considered that all that is necessary to feed an individual or an idea or a quote into this nationwide verbal communication engine that touches all news media is an appearance on the stage by the right person sometime during the five - day Washington summer conference of the IPA.

The unprecedented and increasing number of national figures on the IPA conference program over the past few years is evidence of recognition at top level that an individual having a stake in the public image of an idea or in his own public image vis-a-vis such an idea, can be substantially benefited by risking an hour of yearly time budget to be one of the some fifteen national figures who make a personal appearance before this highly vocal cross section of verbal opinion molders.

If the presentation is made by one of those fortunates who uses quotable statements that can be easily picked up and retailed by the platform speakers and program chairmen present, the cumulative effect in thousands of appearances over the next twelve months can be as startling as is the fact that so large a percentage of the persons in this special category can be contacted in one hall by one person with one speech.

Another reason why these thousands of audiences with their millions of listeners that make up the American Platform are unusually efficient at crystalizing the national public image of an individual or an idea is the fact that the average listener in each of these myriads of audiences would not even be sitting and listening in the local hall if he or she was not unusually interested and active. Attending such meetings takes time and costs money. The average organization of this type meets from five to fifty times each year, a substantial commitment of time. The listeners are therefore composed largely of local brass hats of both major political parties, the political and business and professional

"doers" who more than any other group, mold public opinion regionally throughout the U. S.

If a person is unusually important politically, businesswise, professionally, or in fact for almost any reason, he or she is likely to belong to one or more local organizations that put paid speakers in front of their audiences. These are the same speakers who, because of the sharp competition for profitable lecture bookings, are always on a frantic search for authentic speech material. As mentioned above they pick up a good percentage of their quotes and ideas from the top speakers, usually men high in national and political life, that they hear on the platform at the IPA Washington Convention each July.

The IPA is non partisan and non political and, on its many year old theory that it should maintain an impartial forum, adopts no cause however worthy. Although it makes no attempt to be an exclusive organization, and in fact takes pains to be sure its membership extends down to the grass roots, it none the less has one of the most distinguished rosters of any in the nation, one that cannot fail to affect any national issue or personality that is brought into contact with its peculiarly focused machinery.

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